

Promoting and Marketing

E-Resources

Emily Alford

Electronic Resources & Libraries

March 2008

"I'M A GREAT  
LOVER."



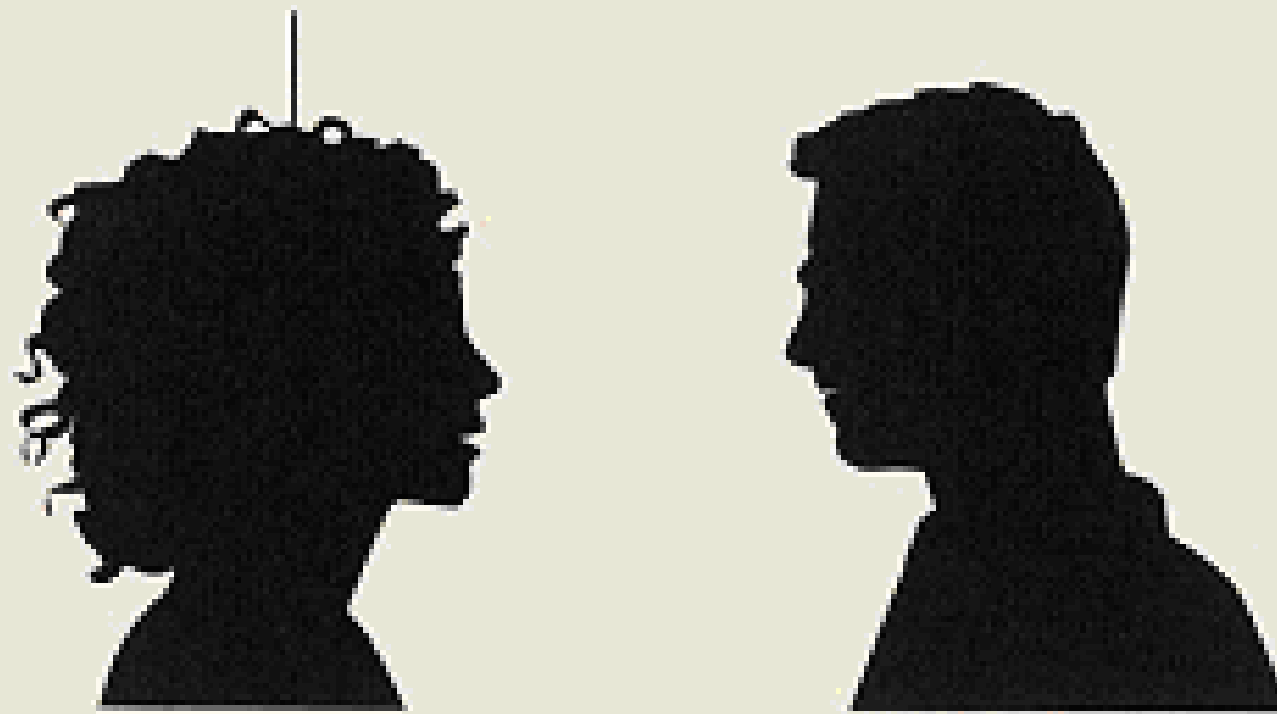
MARKETING

"TRUST ME.  
HE'S A GREAT  
LOVER!"



PUBLIC RELATIONS

"I UNDERSTAND  
YOU'RE A GREAT  
LOVER!"



BRANDING



If Libraries made slides would they look like this? Because sometimes we are equally unusable.

- [www.walkingpaper.org](http://www.walkingpaper.org)

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Current database:

Search

Clear

Search in database:

ArticleFirst

(Updated: 2007-10-24)

OCLC index of articles from the contents pages of journals

Search for:

Keyword

and

Keyword

and

Keyword

Limit to:

Year

(format: YYYY-YYYY)

Limit to:

☐

Full text

Limit availability to:

match any of the following

☐

Subscriptions held by my library (ORX, MULTNOMAH CNTY LIBR)

Library Code

Find codes ...

Rank by:

No ranking

Search

Clear

# Exhibit A

MSU  
LIBRARIES



## **Sanders, Lyn & Ragonetti Associates, Trial Lawyers**

*202-195 County Court Blvd. Brampton, Ontario L6W-4P7 Tel: (905) 450-1711 Fax: (905) 450-7066 [www.slra.com](http://www.slra.com)*



## Know your Audience!

A print of a cup of Folgers coffee was placed on top of manhole covers in New York City, USA. Holes on the print allows the steam to come out. Wordings around the cup reads 'Hey, City That Never Sleeps. Wake up.' from Folgers.





Get their attention!







*Need to lose a little weight  
before your wedding?*



RUSSIAN VODKA  
*Russian Classic*

COLORIBUS.COM



Be Creative.

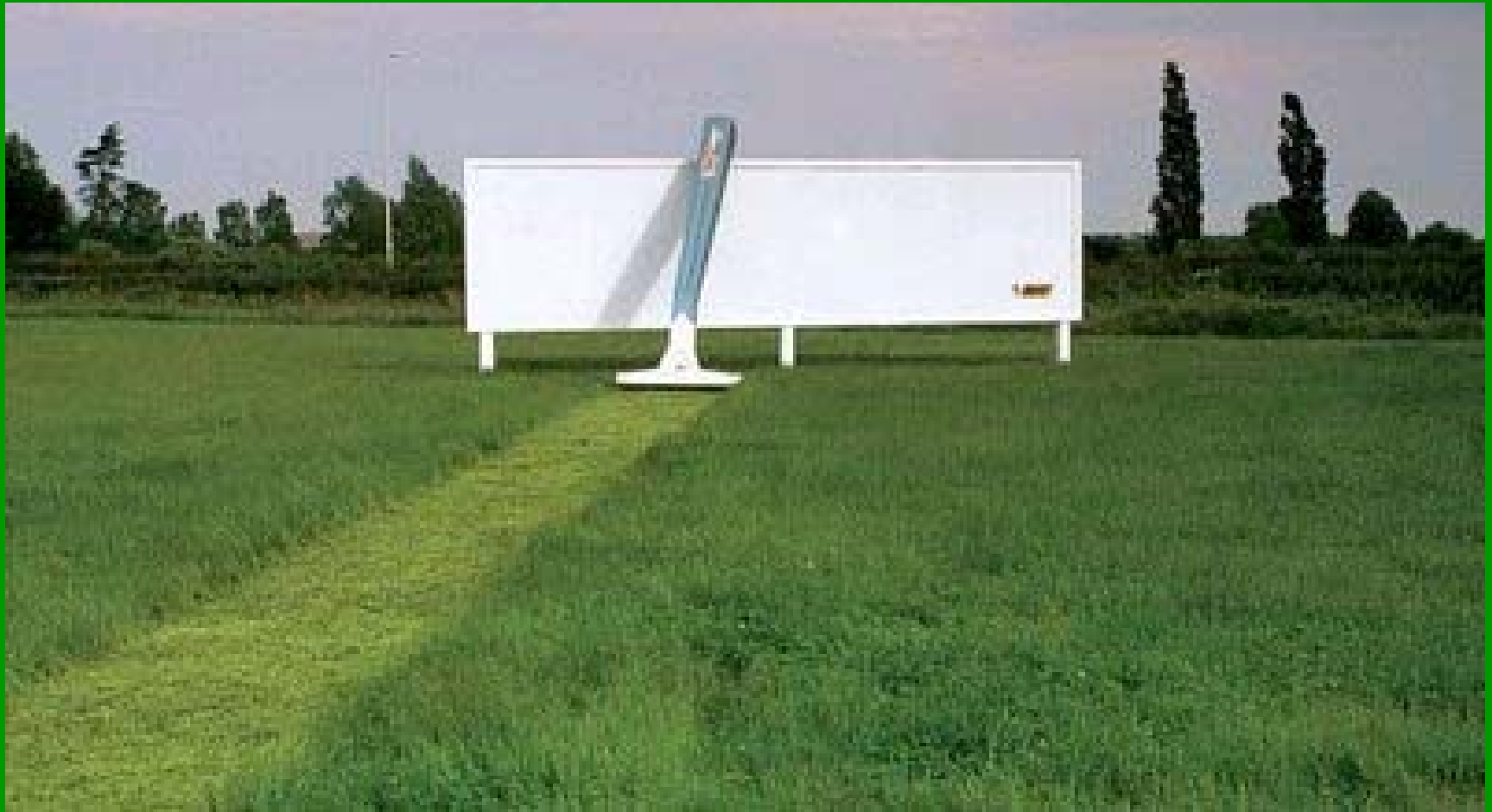














## Picture Australia: People, places and events

[Discussion](#) | [Pool](#) | [Map](#) | 1,102 Members

[» Join this group?](#)

### Group Photo Pool ([See all 28,279 photos](#))



From [Craigs1](#)



From [cyrus` MadFroG](#)



From [shimmertje](#)



From [L Plater](#)



From [topazz2412](#)



From [Reinar](#)

[More photos...](#)



Picture Australia (a group admin) says:

03 Mar 08 - Hi to all Flickr photographers,

To view the latest Picture Australia Flickr report visit [www.pictureaustralia.org/news/index.html](http://www.pictureaustralia.org/news/index.html)

### Discuss

Search discussions

[SEARCH](#)

(Or, [browse all topics.](#))

Title

Author

Replies

Latest Post

[Love Australia? Show it! Tell it!](#)

[Ferdinand Harmen](#)

0

5 weeks ago

## Colorado College Flyer

**Tutt Library: a lifesaver**



Tutt Library keeps you afloat in a flood of homework!

Click the image of Chas Tutt above to see how we can help you succeed at Colorado College.

Posted by Steve  
Lawson

**Running out of time?**



Term paper due?  
Research like a pro  
with ABI/INFORM®.  
Deep insights free,  
fast, from credible  
sources – scholarly  
journals, news  
magazines, trade  
pubs.

Click to research  
now at MSU  
Libraries.



## UNDERGRADUATE LIBRARY

217.333.3477 | 1402 West Gregory | Urbana, IL 61801

 **ASK A LIBRARIAN**  
FOR LIVE ASSISTANCE

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### UGL Blog

#### RSS

[Researching Career Opportunities - WORKSHOP](#)

Undergrad Edge - UGL Newsletter (March 2008)

TEXT Messaging Pilot Project

UGL Student E-Newsletter: February 2008

Wellness Consulting - Wednesday, January 16th

### facebook



Status:  
None

Events:  
Mar 18: Electronic Resources & Libraries (ER&L) 2008



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### UGL Alerts

#### RSS

(3/10) Career Conversations and drop-ins from 6:30 til 9:30 on the upper floor. No appointment necessary!

(3/9) Career Counseling has been canceled this evening to be rescheduled later this week. We are very sorry for any inconvenience-UGL.

(2/27) The copy card machine is operational!

(2/26) The copy card machine is currently out of order. Another machine is located on the 2nd floor of the main library.

(2/21) Come to Career Conversations and drop-in advising, this Sunday (2/24) starting at 6:30pm!



It's all about selection!

- [www.fearlessfuture.org](http://www.fearlessfuture.org) blog

Retrieved on November 18, 2005.

13. <sup>^</sup> "O'Connor Saddened by Attacks on Judiciary". Retrieved on November 18.

14. <sup>^</sup> Associated Press. "Former Justice O'Connor: I Would Have Stayed

Retrieved on 2007-09-19.

27. <sup>^</sup> "TIME Magazine Archive Article — Off The Bench? — Feb. 26, 2001". Retrieved on November 18.

28. <sup>^</sup> "Digest.com - Will Augusta come calling?". Retrieved on November 18.

## External links

[edit]

### General biographical information

- Official Supreme Court biographies of all current justices (PDF format)
- The OYEZ Project's biography by a Northwestern University law professor



Wikinews has related news:

*United States Supreme Court Justice O'Connor to retire*

### Additional information

- Works by Sandra Day O'Connor on Wikisource.
  - Read Congressional Research Service (CRS) Reports regarding Justice O'Connor
  - "O'Connor not bothered by delayed retirement." *Associated Press* September 28, 2005.
  - "Sandra Day O'Connor prepares for final days on Supreme Court." *Associated Press* September 19, 2005.
  - Cases in which O'Connor has been the deciding vote (July 1, 2005)
  - Farewell comments from her fellow justices (July 1, 2005)
  - Centrist justice sought 'social stability'
  - Yahoo!: Sandra Day O'Connor directory category

#### Legal offices

Preceded by  
**Potter Stewart**

**Associate Justice of the Supreme Court of the United States**

September 25, 1981 – January 31, 2006

Succeeded by  
**Samuel Alito**

#### Order of precedence

Preceded by

**United States order of precedence**

Succeeded by





Mice don't bite in the library.

- <http://www.birmingham.gov.uk/>



You  
+  
Librarian  
BFF

*"Best Friend Forever @ Your Library"*

AMERICAN UNIVERSITY LIBRARY

Librarians are your Best Friends

CLOSE X

American University  
Marketing Campaign.

Can't get to  
the Library?



Ask A Librarian.  
[www.lib.msu.edu/ask](http://www.lib.msu.edu/ask)



[www.lib.msu.edu](http://www.lib.msu.edu)

Moo.



Translation:  
Ask A Librarian.



[www.lib.msu.edu](http://www.lib.msu.edu)





*Ask a Librarian*  
[www.lib.msu.edu](http://www.lib.msu.edu)

# MSU's FORMULA RACING TEAM KNOWS RACECARS.

Librarian Peng Xu (left) introduces  
a student in the Gerd Business Library  
to MSU Libraries' subject-specific  
Research Guides.

*"We find out more about the  
Formula Racing Team, and  
we hope this will lead to  
great findings!"*

## WE KNOW RESEARCH!



*Ask a Librarian*  
[www.lib.msu.edu](http://www.lib.msu.edu)

# Sparty knows spirit.

Librarian Judy Matthews (right)  
assists a student with locating  
resources in the Biomedical  
and Physical Sciences Library.

*Photo of Sparty by  
MSU's Instructional  
Media Center.*

## We know research!





